

BodyMedia, Inc. Expands Staff and Relocates to Larger Office Space to Support Aggressive Growth Initiatives

PITTSBURGH, PA—April 14, 2010 – BodyMedia, Inc., the pioneer in developing wearable body monitoring systems, today announced that the company has added 6 new employees to its staff and has relocated to expanded offices at One Gateway Center to accommodate its anticipated continued growth.

“I’m happy to share that we have retained key marketing, sales and product development talent to support BodyMedia’s next phase of growth,” commented Chris Robins, Chief Executive Officer. “2010 is shaping up to be a pivotal year for the company as we’ll be offering several dynamic product enhancements. We will also be expanding our retail partners, so consumers will have more choices of where to purchase BodyMedia FIT. These initiatives reinforce our commitment to helping people achieve their personal weight and fitness goals, and ultimately lead a healthier lifestyle.”

BodyMedia’s Marketing Department will be led by Theresa Gallick, who assumes the title of Vice President, Marketing. Prior to joining BodyMedia, Theresa was at GlaxoSmithKline Consumer Healthcare for 19 years where she last held the position of Senior Marketing Director. “Throughout my Marketing career, I’ve developed expertise in uncovering brands’ untapped opportunities and in developing compelling communications to drive long term growth,” commented Ms. Gallick. “I look forward to applying these skills to BodyMedia FIT and am excited to be part of a company that is so committed to helping people take control of their weight and health.”

Gwen Davison joins the company as Marketing Manager. Ms. Davison has over seven years experience in brand management, which included positions at several industry-leading companies including American Textile Company, GlaxoSmithKline, Del Monte Foods, and Sara Lee Food & Beverage.

To bolster BodyMedia’s sales operations, Erin Anderson has joined the company as Sales Coordinator. A 2009 graduate of Duquesne University, Ms. Anderson previously served as a Marketing and Sales Associate at BitArmor Systems, Inc.

Andrei Freeman joins BodyMedia's Software Department as Senior Apple Developer, bringing over 20 years experience in project management and engineering expertise in a variety of application development and database platforms. Mr. Freeman has worked for industry-leading companies including Microsoft, Earthlink, and Symantec.

Also joining the company are Sasirekha Balaji in Quality and Melanie Halisham in Customer Service.

BodyMedia's new offices, located at One Gateway Center, total 15,000 square feet and represent an expansion of 6,000 square feet over their former office space.

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About BodyMedia, Inc.

Founded in 1999, BodyMedia, Inc. is the pioneer in developing wearable body monitoring systems designed to help people lose weight, improve performance, and live a healthier lifestyle. Our patented technology has been adapted for a variety of markets, enabling us to deliver validated products that monitor calorie expenditure, amount of physical activity, number of steps taken, and sleep efficiency. No other comfortable, convenient, continuous body-monitoring product can measure physical activity and calories burned with BodyMedia's greater-than-90% accuracy. For more information, visit www.bodymedia.com or call 412-543-1345.